

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----129754 210108Z /64

R 210122Z JUL 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1519
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL MONTERREY
AMEMBASSY SAN JOSE
AMEMBASSY SAN SALVADOR
USCONS MEXICO POUCH

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FOR: 1.JACOBSON, OIM/SAD, 2.WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP, MX
SUBJECT: FINAL REPORT: TELECOMMUNICATIONS SEMINAR TRADE
MISSION, MEXICO PORTION

1. NAME OF EVENT: TELECOMMUNICATIONS SEMINAR TRADE MISSION
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, JULY
11-14, 1978
3. PARTICIPANTS: 10 (18 CO. REPS. PRESENT)
4. SLS. DURING VISIT: NONE
5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS
RESULT OF THIS MISSION: \$15,750,000
6. COS. SEEKING REPS.: 3
7. REPS. SIGNED: NONE
8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS: 3
- 8A. LEADS: 12
9. COS. SEEKING JOINT VENTURES OF LICENSEES: NONE
10. JOINT VENTURES OR LICENSEES SIGNED: NONE

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- 10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MONTHS: NONE
11. SLS. LEADS: 54
12. REGISTERED ATTENDANCE: 220
13. MARKETING OBJECTIVES SUMMARY:
 - A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 8
 - B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:

2

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES:

NONE

14. COMMENTS:

A. SEMINAR PRODUCED EXCELLENT RESULTS, WITH OVER 220 ATTENDEES REGISTERED. RECEPTION FOLLOWING SEMINAR DREW KEY OFFICIALS FROM SECRETARIAT OF COMMUNICATIONS & TRANSPORTATION (SCT), PEMEX, TELEFONOS DE MEXICO, BANKS, MILITARY, POLICE, AS WELL AS FROM PRIVATE SECTOR ENTITIES SUCH AS BANKS, INSURANCE COS. & OTHERS FROM AMONG MEXICO'S 500 LARGEST COS. INTEREST BY PROSPECTIVE CUSTOMERS EXCEEDED EXPECTATIONS WITH SOME MISSION MEMBERS' BUSINESS APPOINTMENTS TAKING PLACE JUST PRIOR TO DEPARTURE FOR COSTA RICA. RESULTS PROJECTED AT \$15.8 MILLION GIVE VERY ENCOURAGING PICTURE OF IMMENSE MARKET POTENTIAL IN MEXICO FOR U.S. TELECOMMUNICATIONS EQUIP.

B. OVER 200 TECHNICIANS ENGINEERS & PROSPECTIVE CUSTOMERS ATTENDED ALL DAY TECHNICAL SEMINAR JULY 12. TRADE CENTER FACILITIES WERE IDEAL & PROVIDED OPPORTUNITY FOR MISSION TO PURSUE CUSTOMERS DURING COFFEE & LUNCH BREAKS, SINCE COMPANY OFFICE/BOOTHES WERE ON EXH. FLOOR, ADJACENT TO SEMINAR AREA. EFFECTIVENESS OF PRESS CONFERENCE HELD DURING SEMINAR LUNCH BREAK REDUCED DUE TO FACT MORNING SESSIONS RAN LATE & MORNING SPEAKERS MISSED PORTION OF CONFERENCE. ALL MAJOR NEWS MEDIA INCLUDING CHANNEL 13 T.V. UNCLASSIFIED

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INCLUDED THREE NEWS ARTICLES, PICTURES IN TWO DAILYS & COVERAGE DURING CHANNEL 13'S NEWS PROGRAM.

C. AMBASSADOR LUCEY HOSTED RECEPTION WHICH DREW TOP MANAGEMENT FROM GOVERNMENT, INDUSTRY & FINANCIAL SECTOR & PROVIDED IDEAL OPPORTUNITY FOR MISSION MEMBERS TO MEET SENIOR LEVEL OFFICIALS THAT COULD NOT HAVE BEEN CONTACTED OTHERWISE. SINCE CUSTOMER UNIVERSE IS NARROW, DUE LIMITED NUMBER OF ORGANIZATIONS INTERESTED IN TELECOMMUNICATIONS, SUPPORT BY AMBASSADOR WAS KEY CONTRIBUTION TO SUCCESS OF MISSION VISIT TO MEXICO. TRADE CENTER STAFF ASSISTANCE WAS MAGNIFICENT & DREW OUTSTANDING PRAISE BY ALL MISSION MEMBERS. MISSION PARTICIPANTS REPORTED LARGE MAJORITY OF BUSINESS APPOINTMENTS "RIGHT ON TARGET" WITH SOME FIRMS COMMENTING: "VOLUME OF APPOINTMENTS RESTRICTED AMOUNT OF TIME I COULD SPEND WITH EACH PROSPECT, BUT EVERY MEETING WAS PRODUCTIVE".

D. COORDINATOR COMMENTS:

SEMINAR ATTENDANCE SUCCESS WAS RESULT OF INTENSIVE PRE-MISSION PROMOTION CAMPAIGN INCLUDING CAT. MAILING, PERSONALLY TYPED & DELIVERED INVITATION LETTERS & FOLLOW-

UP TELEPHONE CAMPAIGN. TRADE CENTER EXPERTISE INVALUABLE
IN GENERATING EXCELLENT ATTENDANCE AT SEMINAR & RECEPTION
& WAS FAVORABLY COMMENTED ON BY EACH MISSION PARTICIPANT.
SPECIAL SITE VISIT TO SCT CENTRAL COMMUNICATIONS TOWER
& CIDET RESEARCH & DEVELOPMENT FACILITY PROVIDED IDEAL
OPPORTUNITY FOR MEMBERS TO SPEND SIX HOURS WITH DIR. GRAL.
OF TELECOMMUNICATIONS, CLEMENTE PEREZ CORREA. THE OTM
LOCAL AGENTS ALL STATED "WE HAVE BEEN TRYING FOR

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YEARS TO MEET SR. PEREZ CORREA & HIS MISSION GAVE US A
CHANCE TO BE WITH HIM ALL DAY". "THIS WAS MORE
PRODUCTIVE THAN A YEAR'S ADVERTISING BUDGET". TRADE
CENTER/EMBASSY INITIATED BREAKFAST WITH AMERICAN CHAMBER
OF COMMERCE WAS VERY PRODUCTIVE & MISSION MEMBERS STATED
THAT THIS WAS MOST BENEFICIAL, SINCE GAVE THEM
OPPORTUNITY TO LEARN ABOUT "DOING BUSINESS IN MEXICO"
FROM OTHER U.S. FIRMS WELL ESTABLISHED IN MARKET. EMBASSY
CUSTOMER IDENTIFICATION SUPPORT MOST APPRECIATED & IT
CONTRIBUTES GREATLY TO EFFECTIVENESS OF BUSINESS
APPOINTMENTS.

E. TRADE CENTER COMMENTS:

(1) THE TRADE MISSION'S MEMBERSHIP WAS AN EXCELLENT
OVERVIEW OF THE TELECOMMUNICATIONS EQUIP. INDUSTRY IN THE
U.S. & OIM PROJECT OFFICER & OIM/SAD ARE TO BE CONGRATU-
LATED ON PUTTING SUCH A FINE GROUP OF COS. TOGETHER. WE

UNQUESTIONABLY PUT OUR BEST FOOT FORWARD HERE.

(2) ONE SMALL PROBLEM, HOWEVER, WAS USE OF TRADE CENTER'S STREET ADDRESS FOR MAILING MISSION CATS. TO US. ALTHOUGH UNCLASSIFIED

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SMALL PARCELS SENT FIRST CLASS ARE OFTEN PASSED FREE BY MEXICAN CUSTOMS, PARCELS CONTAINING NUMEROUS OR BULKY CATS. OR OTHER SLS. LITERATURE ARE ALMOST INVARIABLY DETAINED & DUTIES ASSESSED. SEVERAL SUCH SHIPMENTS WERE DETAINED FOR THIS MISSION & WE WERE UNABLE TO CLEAR THEM ALL IN TIME FOR THE SHOW. FOR FUTURE REFERENCE, ALL CATS., OTHER THAN SINGLE, NON-BULKY COPIES, MUST BE SENT VIA STATE DEPT. POUCH FACILITIES OR VIA POST OFFICE 3087, LAREDO, TX. 78041
(3) WE WERE VERY PLEASED WITH THE SUCCESS OF THIS SHOW & LOOK FORWARD TO NEXT YEARS COMMUNICATIONS EXH. HERE AT THE TRADE CENTER.

15. SUCCESS STORIES:

A. FREDERICK ELECTRONICS CORP. PRESENTED ITS DATA COMMUNICATIONS EQUIP. TO A READY MARKET. JAMES P. HARTER, MGR. FOR INT'L. MARKET DEVELOPMENT, PROJECTED SLS. OF ONE MILLION DOLLARS OVER THE FOLLOWING 12 MONTHS BASED ON 8 SOLID LEADS. MR. HARTER COMMENTED, "THE THOROUGHNESS & PROFESSIONALISM OF THIS MISSION COULD ONLY HAVE BEEN ACHIEVED WITH PREPARATORY EFFORTS BEYOND WHAT CAN BE EXPECTED. ANY SUCCESS THIS MISSION WILL ACHIEVE CAN & MUST BE CREDITED TO THE STAFF THAT ACCOMPLISHED THIS". (CLEARED FOR PUBLICATION)

B. LOWELL L. BARTON, PRES. OF TEI CONSULTING GROUP REPORTED PROJECTED SLS. OVER THE NEXT 12 MONTHS OF 1.5 MILLION DLLS. AS WELL AS FOUR LEADS FOR LOCAL REPRESENTATION. NOTING THAT HIS PRIMARY OBJECTIVE OF EXPOSING HIS COMPANY'S SERVICES TO NEW BUSINESS PROSPECTS WAS FULLY ACHIEVED, HE COMMENTED, "I AM MOST PLEASED WITH THE RESULTS OF THIS MISSION. AS A NEW MARKET EXPLORATION, THERE COULD BE NO BETTER VEHICLE THAN A MISSION SUCH AS THIS; ESPECIALLY UTILIZING THE U.S. TRADE CENTER
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FACILITIES & PERSONNEL. THEY WERE MAGNIFICENT". (CLEARED FOR PUBLICATION).

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